Brand



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

Contract No | Contract Dt | Revision Dt | Rev# | Advertiser

MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET

**DATE**: 09-29-2012 **PAGE**: 1

Station/Market

**of** 3

100 ALBANY STREET NEW BRUNSWICK NJ 08901

Product Code

40	1084 09-2	8-2012		0 MENENDEZ FOR SENATE BOB MENENDEZ FOR US SENATE PC						OLITICALS WPVI - PHILA						ADELPHIA				
	Agency Est		CMS # Sales Office 245457 PHILADELPH			Account Executive A. CLIFFORD		End Date 0-08-2012		Billing M (Broad	dcas	st Mo	nth,	Сус	:le 1)	Pa	ackage N	Contract Tit	le	
Line	ne Start Date End Date Time Period				Description			RC	Duration	М	Т	W	Т	F S	S	SPW	Price	Tot Spots	Total \$	
1	10-02-2012	10-05-2012	05:00AM -	06:00	AM	MORNING NEWS 5A MO	-FR (6948)		8	30		X	Х	<b>X</b>	X		4	1,000	4	4,000.00
2	10-08-2012	10-08-2012	05:00AM -	06:00	AM	MORNING NEWS 5A MO	-FR (6948)		8	30	X						1	1,000	1	1,000.00
3	10-02-2012	10-05-2012	06:00AM -	07:00 <i>A</i>	AM	MORNING NEWS 6A MO	-FR (6949)		9	30		X	X	<b>X</b>	X		4	1,400	4	5,600.00
4	10-08-2012	10-08-2012	06:00AM -	07:00 <i>A</i>	AM	MORNING NEWS 6A MO	-FR (6949)		9	30	X						1	1,400	1	1,400.00
5	10-02-2012	10-05-2012	07:00AM -	09:00	AM	MORNING NEWS GMA 74	A MO-FR (6910)		9	30		X	X	<b>X</b>	X		4	1,400	4	5,600.00
6	10-08-2012	10-08-2012	07:00AM -	09:00	AM	MORNING NEWS GMA 74	A MO-FR (6910)		9	30	X						1	1,400	1	1,400.00
7	10-06-2012	10-06-2012	06:00AM -	08:00	AM	WEEKEND NEWS 6-8A S	SA (6997)		9	30					X		1	500	1	500.00
8	10-06-2012	10-06-2012	08:00AM -	09:00	AM	WEEKEND NWS GMA SA	A (7098)		8	30					X		1	1,300	1	1,300.00
9	10-07-2012	10-07-2012	07:00AM -	08:00	AM	WEEKEND NWS 7-8A SU	J (7056)		8	30						X	1	600	1	600.00
10	10-07-2012	10-07-2012	08:00AM -	09:00	AM	WEEKEND NWS GMA SU	J (7099)		8	30						X	1	1,300	1	1,300.00
11	10-07-2012	10-07-2012	09:00AM -	10:00	AM	WEEKEND NWS 9-1030A	SU (7057)		8	30						X	1	900	1	900.00
12	10-07-2012	10-07-2012	10:30AM -	11:30	AM	WEEKEND NWS 1030-113	30A SU THIS WEEK (	(705	8	30						Х	1	4,500	1	4,500.00
13	10-07-2012	10-07-2012	09:00AM -	10:00	AM	WEEKEND NWS 9-1030A	SU (7057)		9	30						Х	1	500	1	500.00
14	10-07-2012	10-07-2012	10:00AM -	10:30	AM	WEEKEND NWS 1130A-12	2P SU INSIDE STOR	RY (7	8	30						Х	1	550		550.00
15	10-07-2012	10-07-2012	12:00PM -	01:00F	PM	WEEKEND NWS 12-1P S	U (7060)		9	30						Х	1	450	1	450.00



401084

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

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Product Code Station/Market Contract No Contract Dt Revision Dt | Rev# | Advertiser Brand 09-28-2012 0 MENENDEZ FOR SENATE BOB MENENDEZ FOR US SENATE POLITICALS WPVI - PHILADELPHIA

Agency Est#		CMS#	Sales Office						3					Pa	_	Contract Titl	е	
		245457	PHILADELPHIA					<u> </u>		onth, Cycle 1)					245457			
Line Start Da	te End Date	Time Period	D	Description			RC	Duration	М	Т	W	T F	S	S	SPW	Price	Tot Spots	Total \$
16 10-07-20	12 10-07-201	2 06:00AM - 0	7:00AM W	EEKEND NWS 6-7A SU (7	(055)		9	30						Х	1	400	1	400.00
17 10-07-20	12 10-07-201	2 12:00PM - 0 <sup>-</sup>	1:00PM W	EEKEND NWS 12-1P SU	(7060)		9	30						х	1	450	1	450.00
				·	,													
18 10-02-20	12 10-05-201	2 11:00AM - 1	2-00PM D	AYTIME 11A-12P MO-FR (	6914)		9	30		Y	Y	x x	,		4	1,000	4	4,000.00
10 10-02-20	12 10-03-20	2 11.00/10 - 12	2.001 111	ATTIME TIA-121 MO-11(	0314)			30	1	^	^	^ /	`			1,000		4,000.00
40 40 00 00	40.00.00	0 44-00AM 4	0-00DM D	AVTIME 44A 40D MO ED /	(004.4)		_	20								4 000		4 200 00
19 10-08-20	12 10-08-201	2   11:00AM - 12	2:00PM D	AYTIME 11A-12P MO-FR (	0914)		9	30	X						1	1,200	1	1,200.00
20 10-02-20	12  10-05-201	2   12:00PM - 12	2:30PM D	AYTIME NOON NEWS WE	EKDAY (6950)		9	30		X	X	X X	(		4	1,200	4	4,800.00
21 10-08-20	12 10-08-201	2   12:00PM - 12	2:30PM D	AYTIME NOON NEWS WE	EKDAY (6950)		9	30	X						1	1,200	1	1,200.00
22 10-02-20	12 10-05-201	2 04:00PM - 0	5:00PM E	ARLY NEWS 4P MO-FR (7	239)		9	30		X	Χ	x x	(		4	800	4	3,200.00
				·	•													
23 10-08-20	12 10-08-201	2 04:00PM - 0	5:00PM E	ARLY NEWS 4P MO-FR (7	239)		9	30	Х						1	800	1	800.00
			_														-	
24 10-02-20	12 10-05-201	2 05:00PM - 00	8:00DM E	ARLY NEWS 5P MO-FR (6	2000)		9	30		v	v	<b>x</b> >	,		4	1,800	4	7,200.00
24 10-02-20	12 10-03-20	2 03.001 141 - 01	0.001 W	ANETHEWS SI MO-IN (	3300)		9	30	1	^	^	^ /	`			1,000	7	7,200.00
40.00.00	40.00.00	0.5.00.01		4 D. V. NEWO 5D 440 5D //			_											
25 10-08-20	12 10-08-201	2 05:00PM - 00	6:00PM E	ARLY NEWS 5P MO-FR (	5988)		9	30	X						1	2,000	1	2,000.00
26 10-02-20	12  10-05-201	2 06:00PM - 00	6:30PM E	ARLY NEWS 6P MO-FR (6	989)		9	30		X	X	<b>X</b> )	(		4	3,000	4	12,000.00
27 10-08-20	12 10-08-201	2 06:00PM - 00	6:30PM E	ARLY NEWS 6P MO-FR (6	989)		9	30	X						1	3,000	1	3,000.00
28 10-06-20	12 10-07-201	2 06:00PM - 07	7:30PM W	EEKEND NEWS SA-SU 6-	730P (6990)		9	30					Х	х	1	1,000	1	1.000.00
					(/								•			,===		,
20 10-02-20	12 10-05-201	2 11:00PM - 1	1·35PM I	ATE NEWS MO-SU (6969)			9	30		Y	Y	x x	,		4	2,500	4	10,000.00
25 10-02-20	10-03-20	2 11.001 141 - 1	1.001 W	AIL 14LVVO 1010-00 (0303)	•		9	30	1	^	^	^ /	`		•	2,300	4	10,000.00
20 40 00 00	40 00 00	0 44.0000 4	4.0EDM -	ATE NEWS MO OU (2000)			_									2 222		2 200 22
30 10-08-20	12 10-08-201	2   11:00PM - 1 <sup>-</sup>	1:35PW L	ATE NEWS MO-SU (6969)	1		9	30	X						1	3,200	1	3,200.00



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

MESSAGE & MEDIA - 19123

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ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

Con	ract No C	Contract Dt   Revision Dt   Rev# Advertiser						Brand								oduc	t Cod	le		S	Station/Market		
40	1084 0	9-28-2012			0	MENENDEZ	FOR SE	NATE	<b>BOB MENEND</b>	EZ FOR I	JS SE	NATE			PO	LITI	CALS	3		V	WPVI - PHILADELPHIA		
						I																	
	Agency Est#		CMS # Sales Office			Sales Office	A	ccount Executive	Start Date	End D	ate	Billing							ackage	Contract Titl	Title		
				2454		PHILADELPH	HIA A	. CLIFFORD	10-02-2012	10-08-2		_ `	onth,	nth, Cycle 1)			N	245457					
Line	Line Start Date End Date			Time Pe	riod		Descrip	otion			RC	Duration	M	Т	W	T F	S	S	SPW	Price	Tot Spots	Total \$	
31	10-02-201	-02-2012   10-05-2012   07:00PM - 08:00PM			ACCES	SS WEEKDAY (6991)			9	30	)	Χ	X	X X	(		2	2,000	2	4,000.00			
32	10-02-201	12 10-05-2	012	03:00PN	/I - 04:0	орм	DAYTI	ME 3-4P MO-FR (799	7)		9	30	)	Х	X X	хх	(		2	600	2	1,200.00	
									,													,	
22	10-08-201	10 00 2	042	03:00PN	A 04.0	ODM	DAVTI	ME 3-4P MO-FR (799	7\		9	20	X							700	4	700.00	
33	10-06-20	12 10-06-2	012	U3:00PN	n - U4:0	JUPIVI	DATII	WE 3-4P WO-FK (199	<i>(</i> )		9	30	′ ^						1	700	1	700.00	
																		C	ontracte	ed Gross Total	l: 62	89,950.00	
																			Dillacie	.a 01033 10ta	. 02	09,930.00	
																			Actu	al Gross Total	62	89,950.00	
																				y Commission		13,492.50	
																			7 .90110	Net Total		76,457.50	
Mo	Month/YR			Preempted			M	lade Good	Contract <sup>-</sup>	Γotal		Α	dius	stme	ments							Actual Total	
	12			, , , ,	0.00			0.00					,									89,950.00	
Joci	12				0.00			0.00	89,95	0.00				(	0.00							69,950.00	
ТС	TAL				0.00			0.00	89,95	0.00	_			(	0.00							89,950.00	
									-,													,	